

# Kofola as in Soft Drinks (Slovakia)

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## Abstracts

The company plans to hold its strong position in soft drinks over the forecast period with constant innovation of its product portfolio and strong promotion through television. New products in a healthier form, to follow the rising health and wellness trend, are expected to be launched by the company.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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